

Manitoba

CALLING



Radio Branch

CKY - CKX

MANITOBA TELEPHONE SYSTEM

VOL. VI., NO. 9

SEPTEMBER 1942

Singing in the Park!



In this setting in the shadow of the Pavilion in beautiful Assiniboine Park, one of Winnipeg's forty-four Public Parks, more than fifteen thousand people attended the Army Week sing-song on Dominion Day.

Arranged by the Young Men's Section of the Winnipeg Board of Trade the sing-song was a feature of events planned in connection with Army Week in Winnipeg.

The Public Address system shown in the picture was installed and operated by the Radio Department (CKY) of the Manitoba Telephone System.



Vol. VI. No. 9.	Address all communications to Public Relations Department,	September, 1942.
Single Copy	Radio Branch,	12 Issues, 60c.
5c	Manitoba Telephone System,	Post Free.
	Winnipeg.	

Our Home Front

War-time brings with it the problem of the "home front," as well as the "fighting front." As the war extends into new areas restrictions and regulations become more and more necessary, and it is in this respect that radio has become an important ally.

The rationing of foods, for instance, depends for its success upon speed to ensure fairness and complete co-operation. With more than eleven million people scattered over Canada's wide reaches this phase of our war effort alone would become an unwieldy, burdensome task.

Radio, however, makes it possible to inform citizens, even in remote areas, of new regulations effective from the moment of the announcement.

Not only in announcements of this nature, but in daily programmes such as "Soldier's Wife" and "They Tell Me", the various departments of the government are provided with a means to "talk over" the problems confronting our war leaders, and to enlist the full support of Canadian citizens in the gigantic job of working toward VICTORY.

The mail response to these war messages gives proof of the appreciation of listeners for helping them to do their part in the conservation and curtailment of goods and services that are affected in time of war.



Cecil B. DeMille

"THEY TELL ME"

For the personal stories behind the news, for intimate glimpses of the people behind the war work being accomplished in Canadian towns, villages and cities from The Pas to Pelee Island, from Ha-Ha Bay to Estevan, the women of Canada are turning to Claire Wallace's new programme "They Tell Me", which has been a week-day feature on the CBC's National Network since August 17th.

Claire Wallace has an amazing flair for digging up the intimate details of big stories, and her new series gives her talents full scope as she tours the country with Todd Russell, meeting men and women from all walks of life and finding out how the nation is co-operating in its gigantic task.

"They Tell Me," sponsored by the Department of Finance, is heard at 12:45 p.m., Mondays to Fridays (CBC-CKY-CKX).

Welcome Back!

The radio entertainment parade is heading back to your loudspeakers during the next month, and listeners will look forward to tuning-in old favorites, and some new, during the season that follows.

Already back on the air "The Aldrich Family" is delighting listeners with the further adventures of 'Henry' and 'Homer', (Thursdays, 7:30-8:00 p.m. CBC-CKY-CKX). "The Happy Gang" returns to the air on September 1st, with their weekly quota of five thirty-minute broadcasts to the network, (12:15-12:45 p.m. CBC-CKY-CKX). The popular Saturday night quiz "Share the Wealth" (7:30-8:00 p.m. CBC-CKY-CKX) returns for the winter season on September 5th.

The Monday night schedule on September 14th will mark the return of famous Hollywood stars in the "Lux Radio Theatre" (8:00-9:00 p.m. CBC-CKY-CKX), once again under the direction of Cecil B. DeMille. On the night following, "John and Judy" will resume their popular series (Tuesdays, 8:00-8:30 p.m. CBC-CKY-CKX).

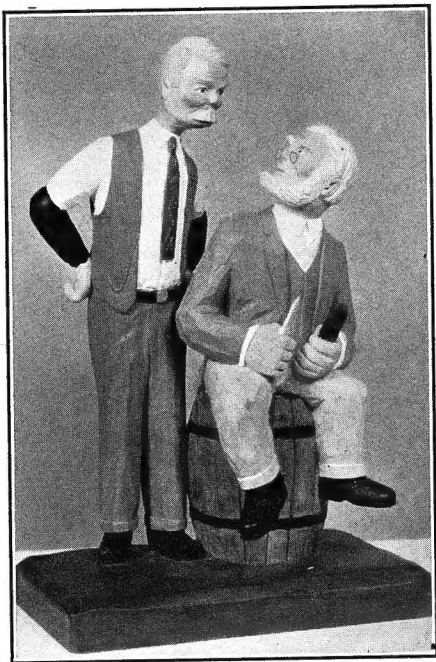
"Penny's Diary", introduced to listeners last season, will be back in the Friday schedule commencing September 4th, (7:30-8:00 p.m. CBC-CKY-CKX).

Other winter favorites are scheduled to return to the air during October. These will be listed in the next issue of "Manitoba Calling".

Canadian-born Jean Dickenson, familiar to listeners as "the nightingale of the air" on the Sunday evening "Album of Familiar Music" series, returned to her native land for a broadcast with the Toronto Philharmonic Orchestra. Jean was guest artist in the first Promenade Symphony Concert of this season, on Thursday, August 27th.

The orchestra was under the direction of Samuel Hersenhoren, who has made a particular mark in his efforts to foster original Canadian music on the air.

LUM AND ABNER



The editor of "The Messenger of Health," a magazine published monthly in the interest of better health in Manitoba, has brought to our attention the talents of Mr. Chris Boyer, a patient in the Manitoba Sanatorium, Ninette, Manitoba.

According to an announcement by the publishers of Science and Mechanics, Chicago, sponsors of an America-wide wood carving contest, Mr. Boyer has been awarded fourth prize. All entrants were required to submit a carving of "Lum and Abner", the famous radio team; and to have gained fourth place from the hundreds of entries received from the United States and Canada bespeaks the talents of Mr. Boyer. Last year his wood carving, "Air Raid Alarm", won first place at the Canadian National Exhibition. Another of his specialties for the past year has been a very excellent statuette of Winston Churchill.

The reproduction above is from a photograph of Mr. Boyer's prize winning "Lum and Abner" carving, the

Our Cover

We call her Merilee,—the little girl on our front cover. The only way we could really show you Merilee would be to bring her right into your living room and introduce her. We wish we could. She'd steal your heart as quickly as she stole ours. She has a warmth, charm, and loveliness that can't be captured in a photograph.

But perhaps the photo on our cover shows one thing. It shows a happy Merilee . . . she has her doll, she has loving hands to care for her, she has food, and shelter, and clothing.

There might well be another picture of Merilee—a picture that wouldn't look very nice on the cover. A picture that might be common enough if nobody cared. We won't describe this picture. It's enough to know that the picture would be different for Merilee—and for others who are young, or ill, or aged—if it weren't for your Community Chest. Translated into its simplest terms Community Chest means the good work of a lot of people tied up in one package and distributed where it will do the most good.

Merilee represents this goodwill package, this parcel of humanity — this friendly job that has to be done, that has been done in the past with your help, that depends on your help for the future. Merilee lives in—well, it doesn't matter—it's one of the 26 institutions supported by the Community Chest of Greater Winnipeg. Merilee is only five, so she doesn't know that your dollar bills make her present life possible — but she does know love and kindness and security.

Merilee, perched there on our cover, concerned with her doll—Merilee is asking for your help, silently and eloquently—asking for your help, for herself and for others. You'll have a chance to answer when your Community Chest canvasser calls—September 14 to 26.

Merilee won't expect you to let her down.

"cracker-barrel" team heard on CKY every Monday, Tuesday, Thursday and Friday at 6:45 p.m.



The Atlantic Life-line



Photo by courtesy Naval Photo Section

The Battle of the Atlantic may not be front page affair. It is too monotonous, too much like routine, but it is **our** battle, and our vital one, which staying-power alone will win.

Hitler realizes this well enough. Goebbels, his chief propagandist, is well aware of the importance of this phase of the war, as evidenced in the final paragraph of one of his pamphlets. This paragraph in block letters reads: "Britain losing the Battle of the Atlantic means losing the war". It is interesting to be reminded by the Master Hun that they consider it is the **one** way we **can** lose the war.

From a BBC publication "The Listener", we reprint below an excerpt from a broadcast talk by Admiral Sir Lionel Preston:

"Let me describe a convoy on passage from, say North America to a western port in the United Kingdom. Fifty laden ships are assembled, flying the

flags of a dozen different nationalities. We find a Commodore in charge, more often a retired Admiral who under peace conditions would be enjoying a well-earned pension, or a Captain Royal Naval Reserve, who likewise has spent a career of years on the oceans in the Merchant Navy. He has organized them as a fleet, to steam without lights at night and keep together in gale, fog, or falling snow, acting on orders aimed to cover every conceivable emergency.

Our convoy trails out like a school of crocodile, and then forms in divisions on a broad front. This simplifies manoeuvre. Our protector against raiders is a stout man-o'-war; against submarines its as many destroyers and corvettes as can be spared. Of course, each merchant ship has guns to use in defence. Air protection, too, will be provided where possible; but a combination of all these weapons is not always present, simply because enough of them do not exist.

Our most likely enemy in the first part of the journey will be a raider. Raiders are of two kinds: big men-o'-war and disguised merchant ships. So far it hasn't been a happy war for the German big fellows in the western ocean. Two have 'gone west' in a different sense, and the five remaining are more or less 'corked' in harbour licking wounds inflicted by the R.A.F. or the Fleet Air Arm. The other type—the merchant ship raider—works in positions where cargo ships may be scattered, and dare not attack our escorted convoy for fear of getting damaged. A word about these may not be out of place. They carry mines to drop in unexpected spots; also an aircraft to seek a victim—that aircraft has been known to trail a hook over a would-be dupe to dismantle her wireless and silence her tongue. These cunning raiders make false signals to decoy; they fake the navigation lights to blind their movements, or hoist any old ensign, add a funnel or two, and use a smoke apparatus to pretend they're coal-burners. None as yet has been as successful as the old Emden of 1914.

Dangerous Areas Ahead

Well, our convoy has groped through fog, leaving a straggler or two behind (these will be dead mutton if spotted by an enemy), punched into and out of a gale, and now, several days out, is in the U-boat area. We may expect these Frankenstein fish to attack submerged by day, but at night one may join with others and rush in at 17 knots on the surface, like torpedo-boats. And now we may also expect attack by the big Fokker-Wulf bombers, who feed the U-boats with information of ships' positions.

Then from somewhere in Britain we get reports of dangerous areas ahead. The positions plotted on the chart look unpleasant for us. Here's the picture: Dusk falls, hastened by heavy clouds, but the sea is moderate and the western ocean is trying to appear as beautiful as it can. Some of our destroyers and corvettes are rushing about like shepherd dogs, chastening the laggards.

Guns are manned; lookouts doubled. Suddenly a black speck is seen in the sky; an aircraft comes out of a cloud and A.A. guns follow it. We are all keyed up, wondering if friend or foe; but in a few seconds it disappears, leaving behind a feeling of disappointment and of tension. Was it an enemy? Has our position been reported?

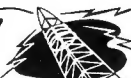
An hour or so passes; then the moon gets up, lighting the water ahead. The effect of this is to silhouette our ships to anything following us; a hunter always tries to bring his quarry between him and the moon. Silence, except for the rhythm of the engines and the swirl of the waves. Then suddenly guns bark. Hell is let loose. Flames leap skyward from a tanker: she has been torpedoed. A glow from blazing oil lights up a



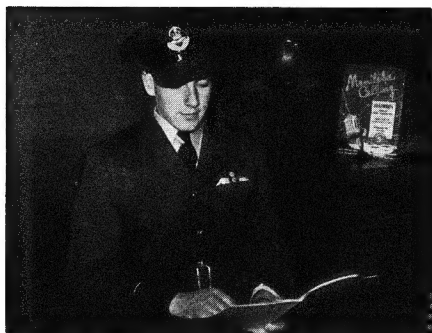
The Watch at Sea

second ship, listing heavily. Guns are still firing at a distinctive hump on the water which is rapidly disappearing: it's the conning tower of a submarine. We see in a mass of spray our escorts steaming full out after it. Shortly after, the explosions of depth charges can be heard.

(Continued on Page 11)



OUR OVERSEAS PAGE



Pilot Officer Calvin Peppler

A recent letter from Pilot Officer Calvin Peppler, formerly of the Public Relations Department, tells in a graphic way his impressions of the part of Scotland to which he is posted. Following are some excerpts from his letter:

" . . . The very lovely Scottish countryside before me . . . a contrast of greens in light and shadow with the mist of the moors adding to its romantic fragrance. . . . Winding roads as narrow as a little lane, bordered by stone fences, tall trees and overhanging boughs take one through town after town of gray stone houses built in the days of the past . . . Frequent little winding streams enhance the beauty of Scotland, and one of the grandest sights from the air is to gaze down upon the hills towering to the cloud base! . . . "

" . . . Encased within the walls of these mountains are pretty little cool, clear lochs of water such as Loch Lomond, Loch Tay and Loch Leven, which seem to be refreshing as a summer breeze, but lonely as a winter night . . . to fly over this rugged, sparsely populated north country furnishes one with a trip of joy and personal satisfaction . . . here and there an old Scottish castle or a tall church spire . . . adding new interest in thoughts of what famous clan made a stand there, or which battle took place here! . . . "

" . . . A feeling of joy comes into our minds as we realize how important are our individual efforts, and also how

brave have been they who pioneered these new fighter tactics. Many of them had not the most modern equipment which our industries are turning out for us; instead, they cleared the skies at great cost to protect industry,—that it might capably carry on to give us chaps the best, fastest and most modern fighting machines the world has ever known . . . we fully appreciate and realize "the rest is up to us".

" . . . So life goes on,—each moment bringing new interests; each interest bringing new adventure! Some are adventures in flying, some in travelling, some in studying, but others and by far the most intriguing—friendships! . . . "

" . . . Time is passing and now it's time for "Scots wha hae",—boy, oh boy, I have to learn a new language here too!"

★ ★ ★

An interesting letter has just arrived from Frank Wade, well-known dramatist, now an officer in the Knights of Columbus Auxiliary Services Overseas. Following are some excerpts:—

" . . . I am tremendously interested in my work here and have already taken dance bands and concert parties to the 'Empire Fayre', opened by the Duchess of Gloucester at the Dorchester Hotel, where John McCormack was featured with our group; also at the Empire Rendezvous on Northumberland Avenue for a July 4th celebration with American troops. Both shows, I am glad to say, were excellently received and the English aristocracy seem to get a great kick out of our 'old time' and modern dance bands. We even had them doing a square dance at the Dorchester. . . "

" . . . It has been a great experience to return to England . . . the weather has been lovely and England very beautiful, full of roses and stout-hearted people."

" . . . I meet many men from the West who speak to me of CKY,—Ernie Holden and Bill Churchill are happy in a Corps Concert Party here."

" . . . Please give my regards to all. . "

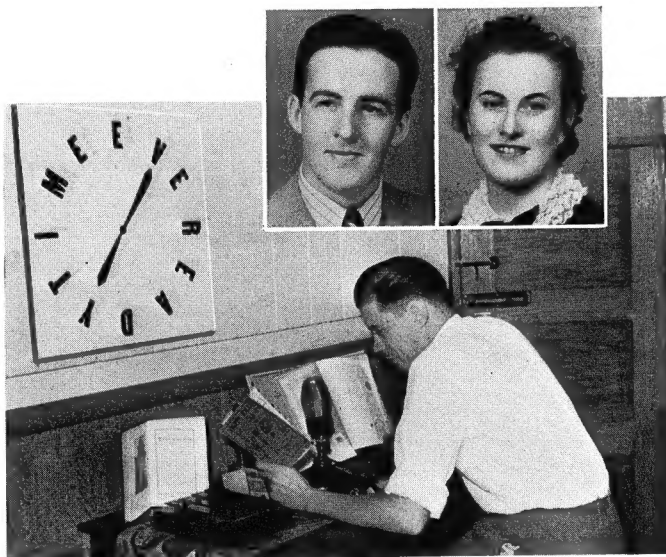
"Eveready Time"

The time is 7:05 in the morning, the day has started for most of us, — farmers, war-workers, housewives, — in busy war-time Canadian people are astir at this time of day. Your radio is on and you have just heard the brief news bulletin which opens the CKY schedule of broadcasting.

Down at the Studios of both CKY and CKX two announcers launch the "Eveready Time" programme, a period of early morning variety designed to entertain you while you prepare to venture forth upon your day's activities.

Some of us are prone to leave ourselves just a little short of time at this hour of day, but there's always time to give ear to those time-signals that keep us "on schedule". Between times there is a spot of cheerful music, or an amusing story or two to listen to, something to take our minds off that comfortable bed we've just left! Before you know it, you are dressed, breakfasted and listening for the next time-announcement to tell you its time to be on your way.

This program, known as "Eveready Time", is planned to be not only gay and cheery, but helpful. It is sponsored by the makers of "Eveready" radio batteries, and each day there are helpful hints telling you how to make your radio sets give more efficient service. Most people will have to make their ra-



Pictured above is Tom Benson, who conducts the CKY edition of "Eveready Time". Surrounded by multitudinous sound-effects, joke books and paraphernalia Tom's cheerful manner brightens the early hours of the morning schedule. The CKX "Eveready Time" shows are ably m.c.'d by Russ Carriere and Peggy Fyfe (insets), popular "Wheat City" announcers, in their daily airings at 7:00 to 7:30 a.m. Mondays to Fridays.

dio sets last for the duration and care should be taken to keep them always in good working order. This program tells also how to get longer service from your radio batteries. The scarcity of metals today has reduced the production of batteries, so that if there is to be enough to go round no one must waste their radio battery power. We hope that you will find both pleasure and profit by tuning in "Eveready Time" each morning.

The CKY "Eveready Time" presentations are broadcast daily, Mondays to Fridays, at 7:05 to 7:30 a.m. Tom Benson, early morning announcer, conducts the series.

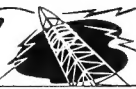
At CKX, Brandon, "Eveready Time" takes the air daily, 7:00 to 7:30 a.m. Mondays to Fridays, with announcers Peggy Fyfe and Russ Carriere alternating each week as M.C.



"Manitoba



Calling"



Radio Goes to War

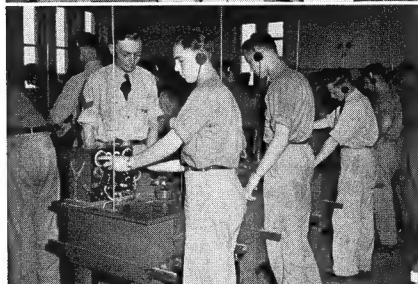
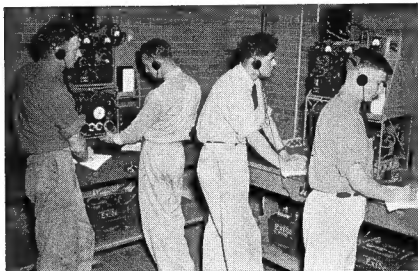


Photo by courtesy of R.C.A.F.

Top—Aircrew students learn maintenance of radio equipment, and proper operation of receivers and transmitters in the Radio Laboratory at No. 3 Wireless School.

Middle—Students practise operation of portable direction finding equipment. Each unit is self-contained and may be moved to any desired location.

Bottom—Procedure practice room, where student wireless operators carry out actual radio exercises as used in routine flight operations.

Modern warfare, with speed its keynote, has called for entirely new developments in communications. Gone are the days when runners and dispatch riders sufficed to keep apace of troop movements in the field of action.

In World War II speed is computed in terms of armored vehicles travelling at speeds up to fifty miles an hour, and aircraft at two, three and even four hundred miles per hour. This revision of technique has brought with it a corresponding speed-up in methods of communications, to co-ordinate operations.

A vivid illustration of this was the recent combined operations raid on Dieppe, where our Naval Forces provided transportation and protection for our Canadian soldiers taking part in the raid, whilst overhead the Air Force provided a protective "umbrella".

The commander-in-chief, on board a destroyer cruising off-shore, directed and co-ordinated the combined operation by means of radio communication.

The importance of radio communications in the Air Force is borne out in the fact that one of its most gruelling and intense instructional courses is that of the aircraft wireless operator, whose job it is to keep his crew in touch with its accompanying flight and with its home base. Sometimes, of course, radio communication is kept silent to avoid exposing attack manoeuvres—but to a very great extent radio is the "knitting" factor in large scale movements. Advantage is taken of radio broadcast signals from stations located in enemy territory to guide giant bombers to their targets, and radio beacons are utilized to enable them to return safely to their home bases. Another important and highly specialized branch of coastal defence, radio location, has been developed for use by Air Force personnel. This is an ingenious device used to compute distance, direction and speed of approaching enemy aircraft.

In the Army, too, radio communications play a vital part in co-ordinating and speeding-up troop movements. Radio equipped trucks, manned by skilled

"Manitoba Calling"

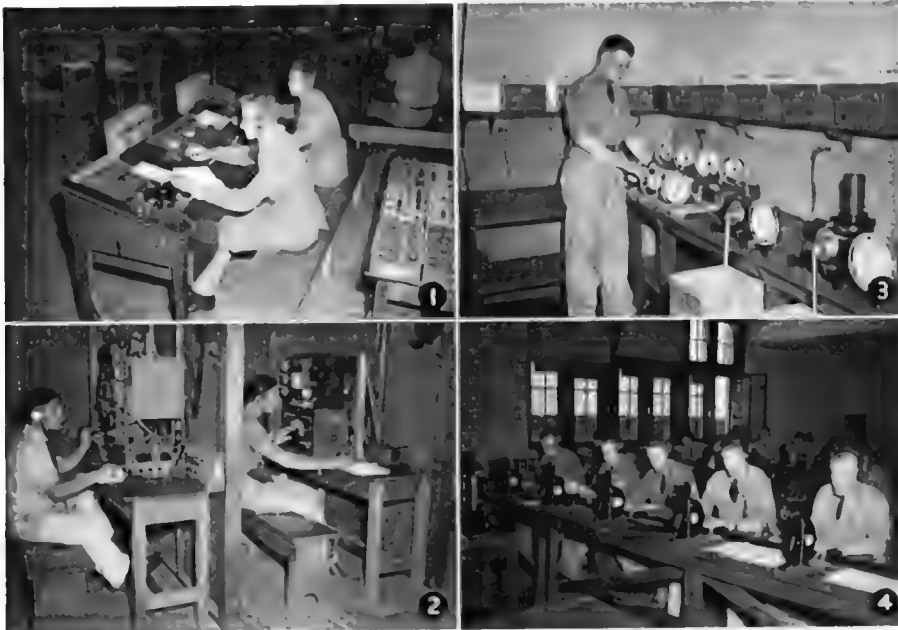
operators, send and receive messages right in the field of action. Tank troops charging into the thick of battle are guided largely by radioed orders from their commanding officer,—crisp, clear instructions amplified to override the din of their motors are distributed to the headphone-equipped members of the crews, clearly audible in the noise and confusion of action.

Out on the broad seas wireless communication probably has its most important significance,—ships in distress, or challenged by enemy raiders can, through the use of radio, call for help or warn off unsuspecting Allied ships. Lifeboats are also equipped with automatic radio transmitters capable of

sending a signal two hundred miles which assist rescue ships in locating the survivors. Radio performs another important function in sea navigation, in taking bearings and establishing positions at sea.

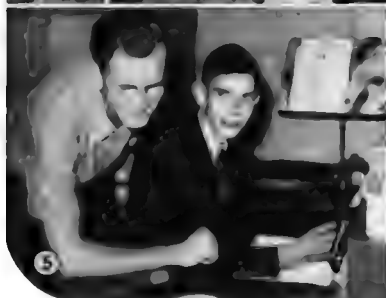
Some conception of the rigid training schedule of Aircraft Wireless Operators may be gained from the following brief sketch. The Wireless Air Gunners (W.A.G.) have one of the most important jobs in the Air Force. Their course, when fully completed, is as long as any in the service, during which they develop those qualities of persistence, determination and self-discipline to fit them for their important tasks.

(Continued on Page 12)



(1) Ground to air instruction on simulated radio control equipment, showing control bench at ground station in contact with aircraft receivers. (2) Close-up of instruction cubicles, where students operate actual aircraft radio equipment. Two types of receivers used in air to ground communication are shown. (3) A view of the automatic Morse sending equipment control room at No. 3 Wireless School, Tuxedo. Signals are automatically distributed at various speeds to class rooms. An interruption device is used to simulate difficulties of reception in actual flight. (4) Morse instruction room, where students transcribe automatic signals as received from the control room. An inking device before each student provides a visual record of his work.

Studio Snapshots



(1) This happy crowd was snapped on a recent Sunday excursion to a nearby resort. Representing the General Office, Public Relations and Commercial Departments these CKY-ettes are, left to right, front row: Eileen McMillan, Lilian Shaw, and Jean Gibson. Back row: Phyllis Dyer, Yvonne Lough, Dorothy Thompson and Florence Ward. (2) Chief Engineer Bill Duffield inspects the new aviation beacon prior to its installation atop CKY's 222 foot transmitter tower near Headingly. (3) A group of New Zealand airmen snapped in CKY Studio 2 as they sent greetings to their relatives. Chief Announcer Wilf Davidson is at the right of the picture. (4) "The Farmer Fiddlers", popular with CKX listeners in the Rural Rhythm programmes, pose for the cameraman at the CKX entrance. In the back row are Leader Art McEwing and Alex Buxman. Front row: Nettie Lawrence, Mabel Dolan and Pearl Heintz. (5) CKY Operators Dave Tasker and Peter Burgess, who handle the controls for Tom Benson's early morning shows. (6) This admiring group welcomed Maureen Benson on her recent visit to the Studios. Left to right they are: Eileen McMillan, Stan. Irwin, Dorothy Thompson, Maureen, Tom and Ruth Benson (proud parents) and Lilian Shaw.

MONEY \$

MONEY \$ \$

MONEY \$ \$ \$



7:30 p.m. Saturday, September 5th, is the time of the return to the air of the popular "Share the Wealth" programmes.

The feature of broadcasting from military camps, instituted last year, will be continued this season, and it is hoped "Share the Wealth" will originate from an army, air force or navy camp every second week.

Stan Francis (pictured above) will act as master of ceremonies for the series, with Hugh Bartlett of Happy Gang fame, as announcer.

"Share the Wealth" will retain much the same pattern that has made it so popular with listeners in previous years, including the big "Oscar" prize.

Sponsored by Colgate-Palmolive Peet Company, "Share the Wealth" is on-the-air every Saturday at 7:30 p.m. (CBC—CKY—CKX).

RECOMMENDED LISTENING

"The Canadian Theatre of the Air," heard on CKY-CKX every Friday evening at 8:30 p.m., provides a half-hour of real dramatic entertainment.

Talented Canadian actors and actresses, under the direction of Rai Purdy, are heard in radio plays by leading Canadian authors..

"The Canadian Theatre of the Air" is sponsored by the makers of Ironized Yeast.

The Atlantic Life-line

(Continued from Page 5)

But at daylight the convoy continues the voyage homewards, with bombers and mines still to circumvent. Finally, when we have separated, and reach our particular port, we know that the dockers, who are ready to unload the jewels we have brought, also understand the meaning of the Battle of the Atlantic. Ashore, survivors from stricken ships are seen, and near them, under escort, a few bedraggled sulky-looking Huns.

We leave our ship in a port where the tempo of industry is trying to catch up with the tempo of the war, and leave it to a non-stop hustle for a quick 'turn-round', having seen enough to realize this is yet another case of the debt 'the many owe to the few'. Then as we pass through the city and see the 'many', we hope that they, too, are all in the fight, if only to avoid wasting a scrap of what, month by month, these sailors on the Atlantic are risking their lives to bring them.

★ "STEP IT UP"

T.W. (Tommy) Tweed of Toronto, formerly of Medicine Hat and Winnipeg, is writing the scripts for the new CBC series "Step It Up".

The programmes, dealing with problems of wartime industry, are heard on CKY-CKX at 7:30 p.m., C.D.T., Wednesdays, and at 10:00 p.m. the same evening in the Mountain Time Zone.



Radio Goes to War

(Continued from Page 9)

A trainee's first six months at the Wireless School is taken up with a wide variety of subjects, the principal ones being Communications, including Morse Code, sending and receiving; Procedure, the form of sending messages; Flag and Lamp Signalling and Signals Organization. Radio Laboratory subjects give the student routine maintenance of radio equipment and proper operation of radio receivers and transmitters, as well as the important subject of direction finding. Further instruction in Radio Theory provides him with a comprehensive knowledge of radio equipment and what "makes it tick". Other courses deal with Armament, Aircraft Recognition, Air Force Law and Administration, etc.

Towards the end of his course, when he has become proficient in Morse Code and has developed skill in handling the tools of his trade, the student operator receives actual training and instruction in the air. He also receives further ground instruction in synthetic aircraft wireless trainers. In these, the trainees make simulated flights over enemy territory, on coastal reconnaissance and on ocean patrols. He does practically everything he will have to do when he is actually in an aircraft, including direction finding and simple navigation.

On completion of the W.A.G.'s Course at Wireless School, he receives his wireless badge, after which he is posted to a Bombing and Gunnery School where he takes a further course in gunnery, and does a great deal of flying. When he has completed this phase of training he is promoted to the rank of sergeant and receives his "A.G." Wing, which indicates he is now a well trained aircrew member. This is followed by further training in actual operational aircraft, where for the first time he operates as a team with pilots and observers in the types of aircraft in which they will fly and fight.

The W.A.G.'s duties in an operational squadron are many and varied. He personally inspects his radio equipment, and assists very materially in naviga-

tion by taking direction finding bearings on his own, or on enemy wireless stations and radio beams. He handles all communications to and from the plane to ground, as well as being ready to man one of the sets of guns with which the modern bomber is provided.

The well trained W.A.G. aids his pilot in locating the targets, and on the journey back aids in locating the home aerodrome. Under adverse weather conditions the navigator depends more and more on the W.A.G., as does the safety of the crew members and the aircraft. The thorough training and the efficiency of the Aircraft Wireless Operators (Air Gunners) determines to a great extent the final successes which will be won by the Air Force.

The three Armed Services, Army, Air Force and Navy, are more and more dependent on the efficiency of their radio equipment, and to the men engaged in this branch of action we, of the "other side" of radio, pay our most sincere respects.



THE LISTENER WRITES

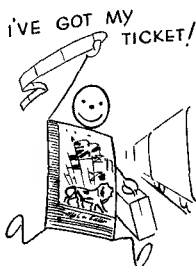
We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.

W.A.A.F.—"I have joined the airforce (Women's Division) so please note above change of address. 'Manitoba Calling' is a grand magazine, and after I have finished it I send it overseas to my brothers, and they also pass it on—so you see it is greatly appreciated. . ."
—Hamilton, Ont.

HELPING HOUSEWIVES — "As a housewife, faced with the new problems of running a household under war-time conditions, I am grateful for such features as 'Soldier's Wife', not for their entertainment value alone, but for keeping us informed on matters that concern us. The new programme 'They Tell Me' promises to be another interesting and informative series. Our radio provides so much that we need these days . . ."—Winnipeg.

I am "Manitoba Calling"

A fanciful fantasy on the life of an issue of our CKY-CKX Publication, as it finds its way to its owner far across the seas.



I am the July issue of "Manitoba Calling", just one of a large family resembling me that came into being on Monday, June 29th. Because of my four-color face depicting "Symbols of Unity", I was brought into the world a day earlier than I ordinarily would, to be in the hands of my new owner on, or soon after Dominion Day. Of course, I couldn't possibly reach my home that quickly, as I was destined to travel many miles, but more of that later. First, let me tell you, briefly, something of the events leading up to my "being". Some parts of me had been planned weeks in advance—even before my cousins "June issue" were known; other parts of me were gathered just a few days prior to my appearance. My face (I mentioned it earlier) was the subject of much discussion for almost three weeks — my colors were fussed over, I was inspected in various sizes and shapes from small to large, I was photographed, etched, inspected, re-etched and generally pampered until I became what you now see as you look at me—well, not exactly as you see me now, because I've lost some of my good looks!

Following my trip through the presses, along with thousands just like me, I was delivered to the Public Relations Department of CKY. There they were all ready for me, and I was soon enveloped in a brown manila wrapping, with an address already printed on it. I'd have given much to know what that address was, but things happened so quickly that I hadn't the opportunity to read it. Oh, well, I'd just have to wait and see.

The next thing I remember is being whisked through a machine with a lot of my brothers, and I knew I now had my "ticket" printed on my wrapper, to

pay my way to wherever I might be destined. Followed a few hours of being hurried to the Post Office, where they cancelled my "ticket", then to the train in a mail bag.

It was very dark in there, but it was easy enough to know I was moving along aboard a train,—I'm not sure for how long. Then, one day, I was taken off the train, and seemed to be in a large warehouse or shed. The mixed smells and strange noises told me all too plainly that I was at an ocean port, and that soon I would be taking my first ocean voyage! There were others of my family with me, quite a number in fact, and we felt quite secure, because young as we were, we had already heard the expression — "Thanks to the Merchant Navy—the life-line is firm". Of course there are many places to be reached by ocean travel, we wondered if we might be bound for England, Wales, South Africa or even Switzerland (at least one of our family goes to Geneva every month)—but we couldn't be sure, because we didn't know whether we had travelled East or West since leaving Winnipeg. Anyway, in war time, it's better to just be patient than to ask busy people a lot of questions.

The ocean voyage was quite uneventful. For a few days the steady throb of the engines told us we were making good headway, but later, we would sometimes lay-to, or proceed at reduced speed, (whether we were challenged by enemy subs or passing through a mined area we could not tell.) Once, when there had been a burst of activity on board and somewhat of a commotion generally, we heard a dull thud in the water behind us and guessed our crew must have dropped a depth charge. However, a short time later we were under full steam again, and for the re-

HELLO AUSTRALIA!





AN ARDENT SPECTATOR



In the picture above, snapped during a rehearsal of "Meet Me at Five P.M.", are the McLeods — Mercer, Reta and Master Freddy.

Closely associated with CKY, Mercer McLeod is currently presenting a series of dramatized playlets, with Reta Laverne (Mrs. McLeod) playing the feminine roles. These programmes, titled "Meet Me at Five P.M.", are dramatized stories dealing with a variety of entertaining subjects.

Master Freddy, while appearing in the picture, is a "silent" member in the productions. He attends all rehearsals and broadcasts of the series as an interested (note expression) spectator, but is cautioned to observe an absolute silence while in the Studios. This he does, and it seems in no way to detract from his complete enjoyment of the proceedings.

Perched on his stool in CKY Studio 3, Freddy was so engrossed in the rehearsal that he ignored completely the man with the camera. (Nice camera, too, with a flash gun!).

Mercer McLeod, in addition to producing his present series, is familiar to listeners in his series of dramatic presentations "Dayton Theatre" and "The Ghost Walker" of the past season. Apart from his productions, Mercer acts as announcers' coach and dramatic script writer for CKY.



TAKE YOUR CHANGE IN WAR
SAVINGS STAMPS

I am "Manitoba Calling"

(Continued from previous page)

mainder of the voyage all went smoothly and without incident.

Finally, (I can't tell you whether it was two, three or even four weeks) we were hoisted from our snug berth in the hold and let down onto a noisy and busy dock. The chatter of voices around us was familiar, and yet unfamiliar! The language was similar to what we heard back in Canada, but somehow it sounded different, too. Ah! now I remember—I heard the same kind of talk in the Public Relations Office the day I was being wrapped, and I recall something being said about Australia,—it had been an Australian airman I listened to. So that's where I was,—in Australia!

Followed much the same procedure, only in reverse, that I had gone through on leaving Canada, and in what seemed no time at all I was waiting, in a Post Office at Canberra, Australia, for my owner to come and claim me. I haven't much more to tell, except that I was very happy in my new home when I reached it. The little girl who came to claim me read me through, then I was passed around the family circle and commented on.

Then, after I had been in my home just about a week, one day I found myself being carried away in the pocket of a serge suit (I learned later it was an airman's uniform), and I was taken to a Sergeants' mess. As I write this I'm still "in service",—new fellows come along almost every day, pick me up and look me over. Of course I'm not as handsome as the day I stepped off the press—neat, trim and very proud of my fine colours—but I'm happy because I think I've given a goodly number of people (nice people, too) a little news and relaxation.

P.S.—I almost forgot to say that I share a table with many other magazines, amongst which are several of my older cousins.

P.P.S.—It is an established fact that copies of "Manitoba Calling" may be found throughout the British Empire, either by direct subscription or through re-forwarding by subscribers.

Meet the People . . . Around CKY



Miss Lilian Shaw, secretary to the manager of CKY, is well versed in radio affairs, having devoted all her years in business to the radio industry.

Following the regular routine Lilian graduated from clerical work in the General Office, during which time her voice became familiar to CKY listeners as announcer on many programmes,—to the position she now holds. Her present duties include, besides her secretarial work, the supervision of the General Office routine, CKY accounting, pay-rolls and multitudinous other CKY affairs.

Apart from her regular office duties Miss Shaw is a tireless worker in behalf of the men in the Armed Forces, devoting much time to organizing funds for overseas parcels, and taking part in the work of the auxiliary services.

Lilian has always shown a keen enthusiasm for radio, and is probably one of the best informed ladies in the industry. Among her souvenirs is the Radio Digest Cup, awarded in an Announcers' Popularity Contest. More precious, though, are the many friends she has made, both in and out of the radio industry, through her association with CKY. She might well be described as five feet of blonde feminine charm and efficiency.

★ ★ ★

The war effort and the relation of radio broadcasting thereto have thrust additional responsibilities upon the Programme Department. Each campaign requires careful thought and prepara-

tion in the manner of presentation by radio to the listening public.

As Programme Director of CKY, R. H. (Herb.) Roberts supervises the production of many special features involving radio recruiting campaigns for the Armed Forces, Victory Loan specials,—in short, all radio appeals related to war activities pass through his hands. Added to these he produces both "Treasure Trail", and "The Good Deed Radio Club".

Apart from these added responsibilities, the work of Programme Director involves supervision of the announcing staff, interviewing and auditioning of prospective personnel, and the placing of commercial and sustaining programmes and announcements in the daily schedules.

Mr. Roberts has a "solid" background of radio experience, first becoming associated with the industry in 1924, as Radio Representative in charge of C.N.R. programmes on western stations.

In a reminiscent mood "Herb" recalls one of his earliest announcing assignments, a broadcast in September, 1924,



directed to the Royal Train carrying H.R.H. the Prince of Wales to his ranch in Alberta. His biggest thrill came on Christmas Day, 1932, when he gave the message for Western Canada on the first round-the-world Empire broadcast.

Active in tennis, swimming, football and curling, Mr. Roberts has described countless sports events for listeners. He recalls one assignment during which he spent three hours and ten minutes on a



roof-top, in a blazing sun with the temperature registering 105 degrees, broadcasting a commentary of a championship tennis final.

As CKY Programme Director, Mr. Roberts became well-known throughout the province as organizer of concert parties for community events. Now, however, with the added pressure of broadcasting in war-time, he is more often to be found at his desk, wrestling with a problem of programme placement.



"THE TIES THAT BIND"

In a recent release of the CBC Prairie Regional Programme Schedule, an interesting item appeared under the heading "The Ties That Bind". Dealing with the part broadcasting is playing in clarifying war issues, it gives the following data on BBC programmes heard on the Canadian network.

"Early in the war the CBC realized the necessity of maintaining a close bond between Canada and other parts of the Empire, so that Canadians might realize where their contribution fits into the plan of a united war effort of all free nations. As the tempo of war increased, so did the number of programmes imported from Britain. At the end of March, 1940, 2.3% of CBC programmes were from the BBC. For the year ending March 31, 1941, that was increased to 5.9%, and by March 31, 1942, to 7.8% of CBC programme hours.

These programmes were carried as a supplement to programmes dealing with Canada's own war effort. Over 50% of the BBC programmes were News Bulletins, Commentaries or Resumes; 25% were talks, such as the "Britain Speaks" series, presenting outstanding journalists, authors, etc. The remaining 25% was made up of drama, actuality, children, sport and religious programmes, rounding out the picture of "Britons at war".

With very few exceptions CKY and CKX, as basic network stations, have carried these overseas features, providing listeners with first-hand accounts of the war as it affects those gallant people on the other side of the Atlantic.

CKX HIGHLIGHTS

Numerous programmes not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY EXCEPT SUNDAYS

- 7.30—Sunrise Serenade.
- 9.05—Morning Bulletin Board.
- 9.45—War Commentary.

SUNDAY

- 11.00—BBC News—CBC.
- 11.15—Between Ourselves—CBC.
- 11.30—Greetings from the Beaver Club—CBC.
- 12.00—Hello Children—CBC.
- 12.15—Just Mary—CBC.
- 5.30—News Review—CBC.

MONDAY

- 7.00—Eveready Time.
- 8.30—Breakfast Club—CBC.
- 9.30—Jean Hinds—CBC.
- 10.15—In the Women's World.
- 1.15—Rural Rhythm.
- 4.45—The Bartons—CBC.
- 6.45—Treats On Us.

TUESDAY

- 7.00—Eveready Time.
- 7.40—Feed Talk.
- 8.30—Breakfast Club—CBC.
- 8.45—The Music Room—CBC.
- 9.30—Jean Hinds—CBC.
- 9.45—War Commentary.
- 1.15—Rural Rhythm.
- 4.45—The Bartons—CBC.
- 6.15—Meditation at Eventide.
- 6.45—Guess Who?
- 9.45—Milk for Britain Programme.

WEDNESDAY

- 7.00—Eveready Time.
- 8.30—Breakfast Club—CBC.
- 9.30—Jean Hinds—CBC.
- 1.15—Rural Rhythm.
- 4.30—Homemakers Programme—CBC.
- 4.45—The Bartons—CBC.
- 6.30—Shall We Waltz.

THURSDAY

- 7.00—Eveready Time.
- 8.30—Morning Moods—CBC.
- 8.45—The Music Room—CBC.
- 9.30—Jean Hinds—CBC.
- 1.15—Rural Rhythm.
- 4.45—The Bartons—CBC.
- 6.45—Guess Who?

FRIDAY

- 7.00—Eveready Time.
- 7.40—Feed Talk.
- 8.30—Rhythmic Melodies.
- 9.30—Jean Hinds—CBC.
- 4.45—The Bartons—CBC.
- 6.45—The Air Force Entertains.
- 7.30—B.A. Bandwagon.

SATURDAY

- 9.30—Over to You—CBC.
- 11.30—Ilka Chase—CBC.
- 12.00—CKX Week-end Party.
- 6.80—Songs at Eventide—CBC.
- 6.45—Guess Who?



"Manitoba Calling"



CKY PROGRAMMES

Radio programmes are subject to change without notice. The following items are listed as a guide to some of the most popular features. For more details see Winnipeg daily newspapers. Daily programmes are shown in heavy type. Those marked * run on weekdays. Those marked † are on weekdays except Saturdays. All times Central Daylight.

SUNDAY

- 9.00—CBC News—CBC.
- 9.45—Neighorly News—CBC.
- 11.00—Church Service.
- 12.25—News.
- 12.30—Discussion Club—CBC.
- 1.00—CBC News and Old Country Mail—CBC
- 1.15—Anzac News Letter—CBC.
- 1.30—Religious Period—CBC.
- 2.00—Columbia Symphony Orchestra—CBC.
- 3.30—Church of the Air—CBC.
- 4.00—CBC News—CBC.
- 4.30—Britain to America—CBC.
- 5.30—Behind the Headlines.
- 5.45—BBC News—CBC.
- 6.00—Men of War—CBC.
- 6.30—Week-end Review—CBC.
- 6.45—News—CBC.
- 8.30—American Album—CBC—Bayer Aspirin.
- 9.15—Sunday Night Show—CBC.

- 1.45—Carnation Bouquet—Carnation Milk.
- 6.45—Lum and Abner—Alka Seltzer.
- 8.00—John and Judy—CBC—Lamont Corliss.
- 8.30—Meredith Wilson—CBC—S. C. Johnson & Sons.
- 9.15—Treasure Trail—CBC—Wm. Wrigley.
- 10.15—Britain Speaks—CBC.

WEDNESDAY

- 10.15—Get Happy—Kruschen Salts.
- 11.45—Breakfast at Sardi's—CBC.
- 3.33—CKY Studio Strings—M.T.S.
- 5.00—Meet Me at 5.00 p.m.
- 5.45—Durham War Stamp Prog.—Bee Hive.
- 6.15—Easy Aces—Anacin Co.
- 7.30—Step It Up—CBC.
- 9.15—Baker's Dozen—CBC.
- 9.45—Tunes for Today—CBC.
- 10.15—Britain Speaks—CBC.

MONDAY

- * 7.00—Reveille—News.
- † 7.05—Eveready Time—Can. Nat. Carbon Co.
- * 7.30—News.
- † 7.55—Smile a Day—Orange Crush.
- * 8.00—CBC News—CBC.
- * 8.05—Wake Up and Live—Tom Benson.
- † 10.00—Road of Life—CBC—Chipso.
- 10.15—Get Happy—Kruschen Salts.
- † 10.30—Soldier's Wife—CBC—W.P.T.B.
- † 10.45—Lucy Linton—CBC—Sunlight Soap.
- * 11.00—BBC News—CBC.
- † 11.15—Big Sister—CBC—Rinso.
- † 12.15—The Happy Gang—CBC—Col. Palmolive
- † 12.45—They Tell Me—Dept. of Finance—CBC.
- * 1.00—News and Messages.
- † 2.00—Story of Mary Marlin—CBC—Ivory.
- † 2.15—Ma Perkins—CBC—Oxydol.
- † 2.30—Pepper Young's Family—CBC—Camay.
- † 3.00—Right to Happiness—CBC—P. & G. Soap.
- * 3.30—CBC News—CBC.
- † 4.00—Front Line Family—CBC.
- † 4.15—Concert for Moderns.
- 5.00—Meet Me at 5.00 p.m.
- * 5.30—News.
- 5.45—Durham War Stamp Prog.—Bee Hive.
- † 6.00—Amos 'n' Andy—Campbell Soup.
- 6.15—Easy Aces—Anacin Co.
- † 6.30—CBC News.
- 6.45—Lum and Abner—Alka Seltzer.
- 8.00—Lux Radio Theatre—CBC—Lever Bros.
- 9.00—News—CBC.
- 9.15—Canadian Round-Up—CBC.
- 10.15—Britain Speaks—CBC.
- 10.30—BBC Newsreel—CBC.
- 11.45—As a matter of Fact—CBC.
- 12.00—News—Time—Sign Off.

THURSDAY

- 9.15—Peggy's Point of View.
- 9.45—The Voice of Inspiration.
- 11.45—The King's Men—Genser and Sons.
- 1.45—Carnation Bouquet—Carnation Milk.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.30—The Aldrich Family—CBC—Gen. Foods
- 8.00—Kraft Music Hall—CBC—Kraft Cheese.
- 9.15—Promenade Symphony Concerts—CBC.
- 10.15—Britain Speaks—CBC.

FRIDAY

- 11.45—Breakfast at Sardi's—CBC.
- 3.33—CKY Studio Strings—M.T.S.
- 5.00—Meet Me at 5.00 p.m.
- 5.45—Durham War Stamp Prog.—Bee Hive.
- 6.15—Easy Aces—Anacin Co.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.05—Merchant Navy Programme—CBC.
- 7.30—Penny's Diary—CBC—Col. Palmolive.
- 8.00—Waltz Time—CBC—Sterling Products.
- 8.30—Can. Theatre—CBC—Ironized Yeast.
- 10.15—World Affairs—CBC.

SATURDAY

- 9.00—CBC News.
- 9.15—Peggy's Point of View.
- 12.15—Khaki Scrapbook—CBC.
- 2.00—R.C.A.F. Band—CBC.
- 3.00—Club Matinee—CBC.
- 4.00—Gentlemen with Wings—CBC.
- 5.00—Troop Time—CBC.
- 6.00—Letters from Britain—CBC.
- 7.00—Canadian Calendar—CBC.
- 7.30—Share the Wealth—CBC—Col. Palmolive
- 9.30—Stag Party—CBC.
- 10.00—Wings Abroad—CBC.
- 10.15—Britain Speaks—CBC.

TUESDAY

- 9.15—Peggy's Point of View.
- 9.45—The Voice of Inspiration.
- 10.15—Get Happy—Kruschen Salts.

"Miss Canada"



Asks you to buy **MORE**
War Savings Certificates